

Bicycles and Renewables – a complementary choice?

Kevin Mayne
ECF Vice President

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ECF

- The membership organisation for cyclist user groups throughout Europe
 - 500,000 members, 1000 staff
 - Velo-City
 - Eurovelo
 - Cities for Cyclists
 - Scientists for Cycling
 - EU funded programmes

Transport Challenges

Air quality

Carbon emissions

Noise

Congestion

Public realm

Road safety

Health/physical inactivity

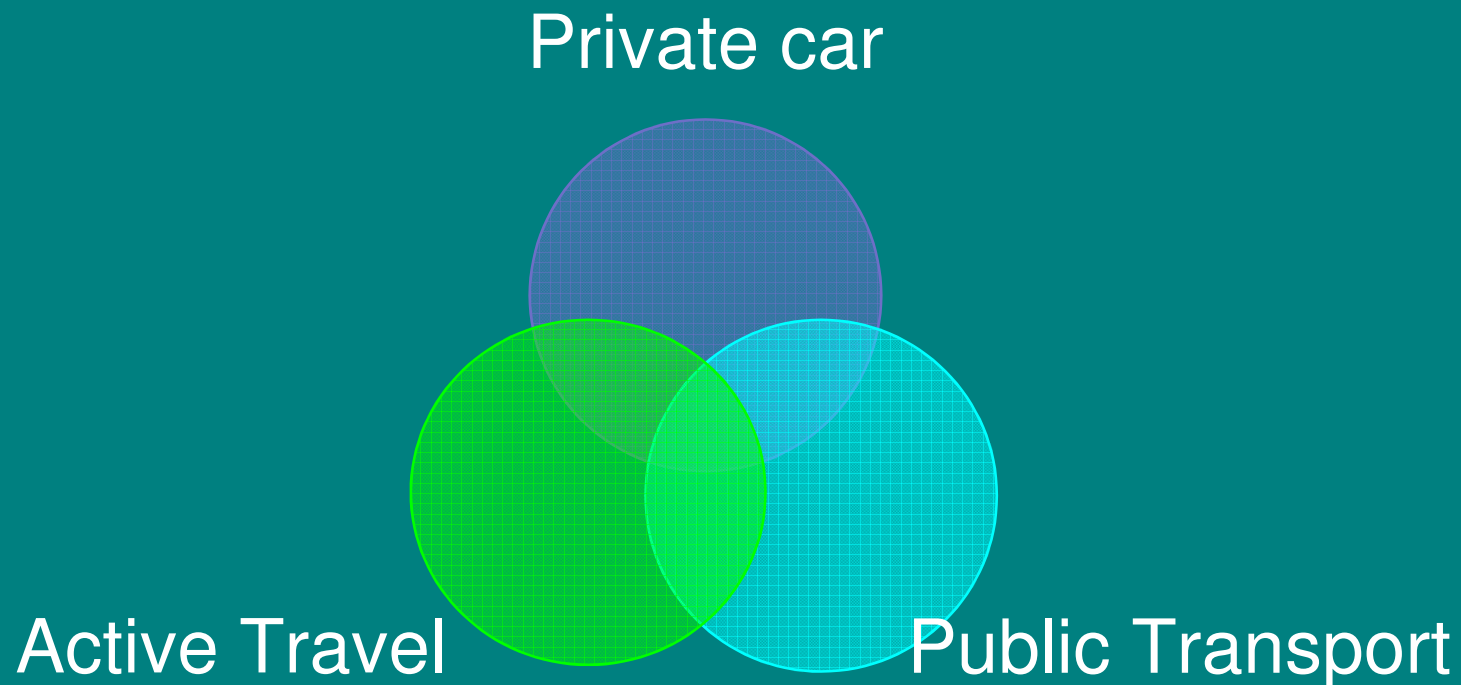
Social exclusion



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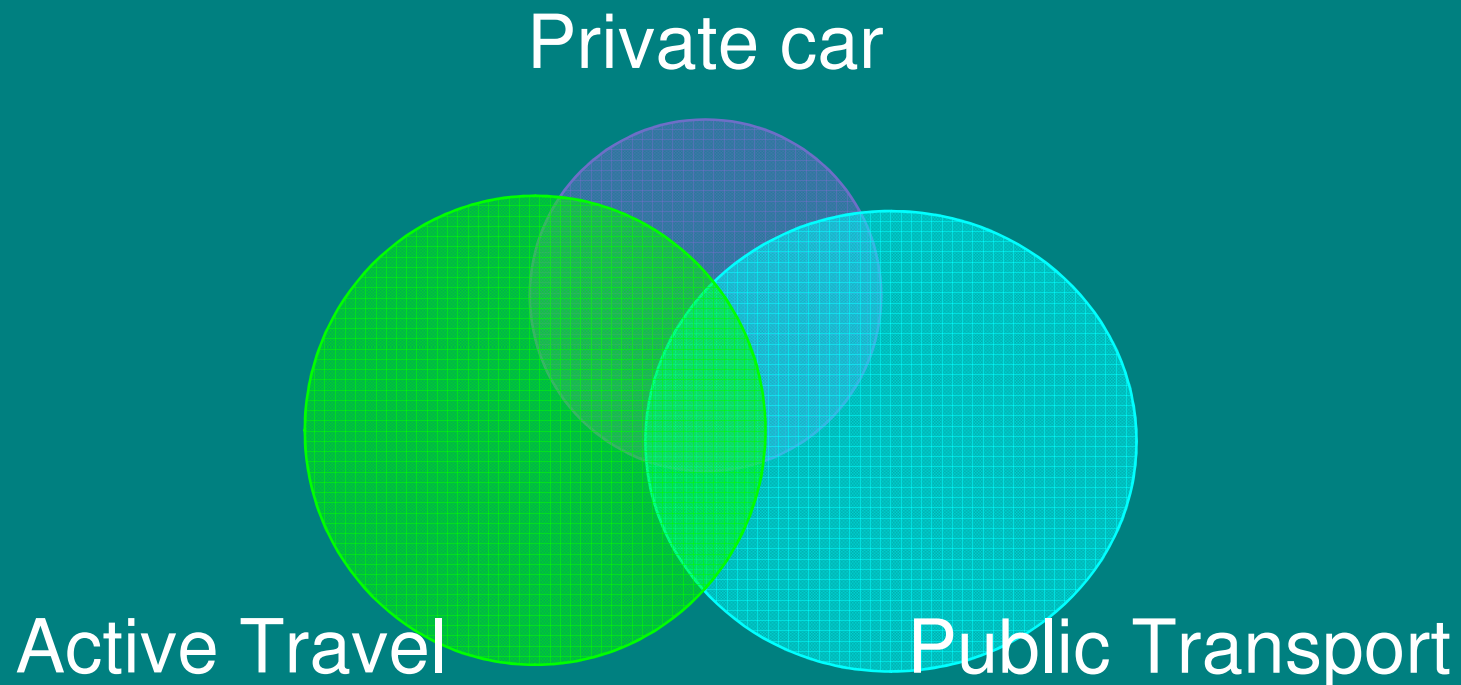
Transport Challenges – Solutions



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Transport Challenges – Solutions



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Transport Policy Challenges – Historical attitudes to transport

National

Cars & freight
= growth

Influenced by
motoring lobby
& media

Inertia

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Community

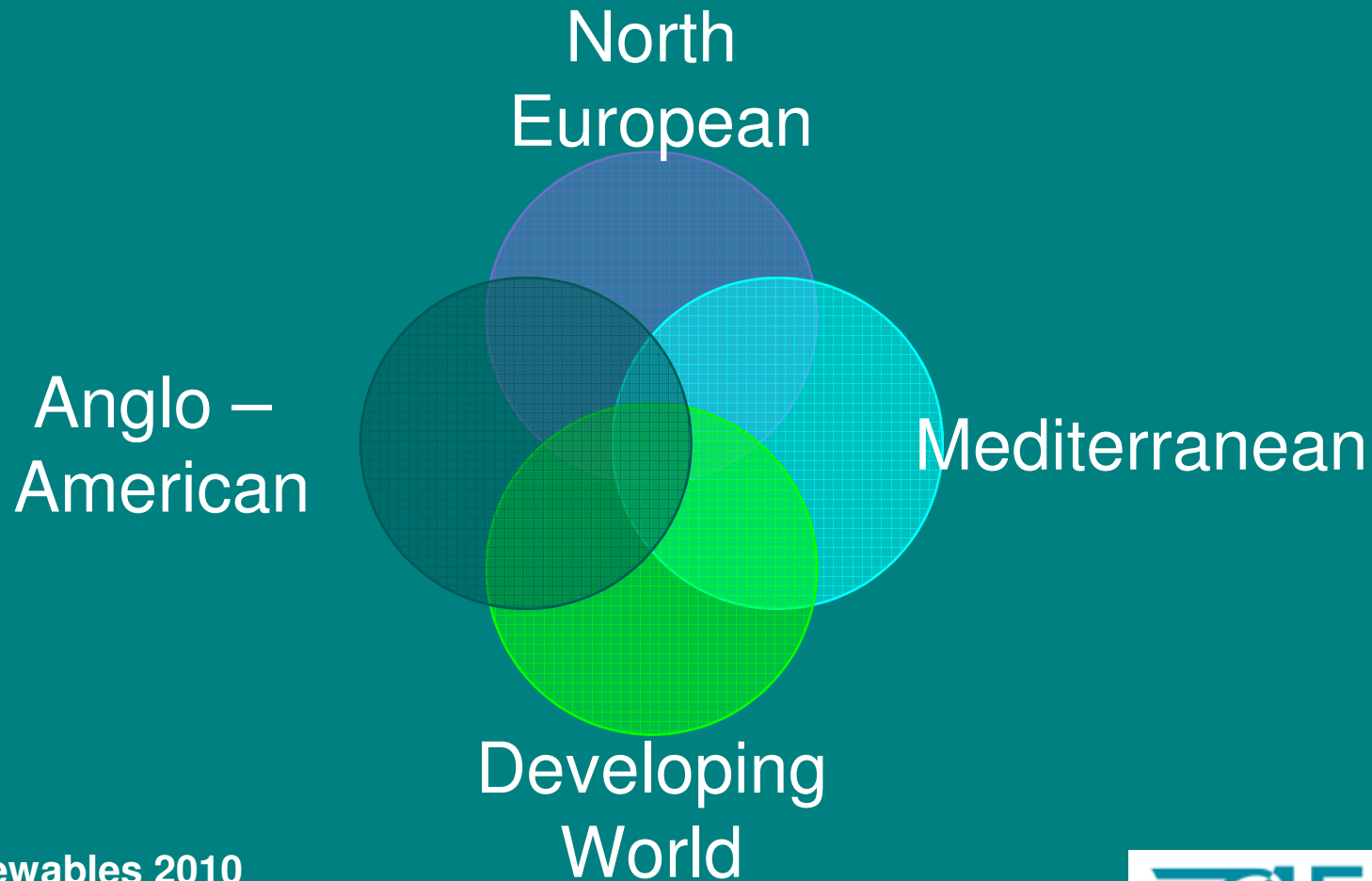
Safer, cleaner
streets

Congestion

Personal choice

Children

Transport Policy Challenges – Historical attitudes to transport



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Public attitudes – the forerunners

Placeholder – originally a photograph
of Dutch mother cycling with children

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Public attitudes – now its cool to be a biker

Place holder

Photographs of “cool” cyclists

Madonna

David Byrne

30 Second to Mars (stills from Kings and Queens video)

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Cities – forerunners

- A generation of cities that decided to tackle congestion, active travel and the public realm since the 1970s
 - Amsterdam
 - Graz
 - Freiburg
 - York
 - Cambridge
 - Strasbourg

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Cities – great cities

- Many capitals and conurbations are now taking up the challenge
 - Copenhagen
 - London
 - Munich
 - New York
 - Shanghai
 - Mexico City
 - Bogata

**Now its cool
to be a
cycling city!**

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Photograph Credit
Velocity Copenhagen
Presentations



**VELO-CITY
SEVILLA 2011**
EL CYCLO DE LA VIDA
THE CYCLE OF LIFE
MARZO 23-25

www.velo-city2011.com

Cities – Cycling England's Cycling Towns

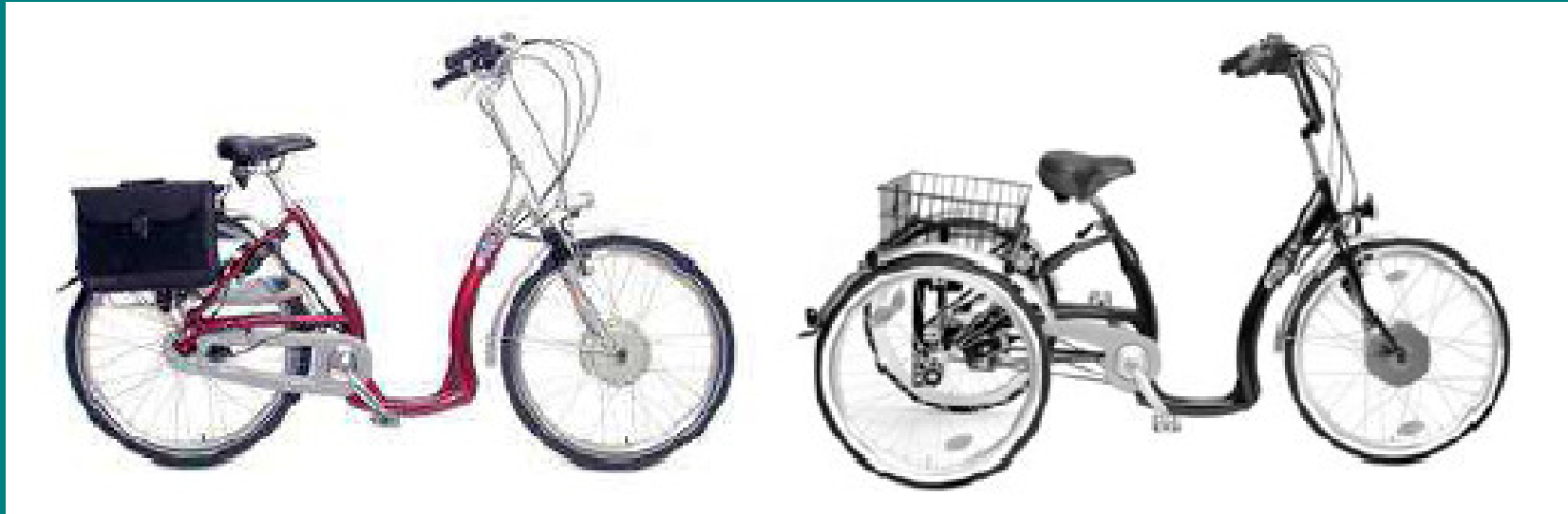
- Who chooses to be a cycling town or city?
 - Forerunners
 - Cambridge, York
 - Regeneration
 - Darlington, Southport
 - Status seekers
 - Bristol
 - Change experts
 - Woking, Aylesbury

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Cycling is changing too





Das Opel ecoBike „Edition 111“



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Photographs from Presto
Project publications



Cycling Innovation – E Bikes

Estimated market – units '000

	2007	2008	2009	2010	2011	2012
China	21,000	22,000	21,000	22,000	23,000	25,000
India	85	20	8	10	15	18
Japan	300	300	300	325	350	350
EU	250	500	750	1	1,350	2,200
SE As	210	510	411	612	814	1,015
USA	120	170	150	300	400	500
Total	21,965	23,500	22,618	24,247	25,929	29,082

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Jamerson and Benjamin- Worldwide
Electric Bike Reports



Cycling Innovation – Public Bike Schemes

Placeholder – photograph Velib cycle Scheme Paris

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Cycling and renewables – a complementary future?

YES!

Because the Cities of the 21st century will demand it

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Cycling and renewables – a complementary future?

- Less private car use
 - Reallocation of road space
 - Reallocation of parking space
 - Congestion charging
 - Shared space
 - Bikes up to 50% urban mode share

Cycling and renewables – a complementary future?

- Public Transport
 - Stops and stations as hubs
 - Interchange with public bike schemes
 - Massive cycle parking lots– 10,000+
 - E bike charging at stations
 - Folding bikes on buses, trains and trams
 - All bikes on trains



Cycling and renewables – a complementary future?

- E – vehicles
 - Early adopters market
 - Shared technical experience
 - Battle for charging points
 - Local freight solutions
 - Public E bikes and E car sharing schemes

Placeholder

Photograph

London: Barclays Cycle Hire
Parking Station

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Thank you

www.ecf.com

www.ctc.com

www.presto-cycling.eu

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